

CORRESPONDENCE

Reese, Latasha

Subject: FW: Glen arm Power Plant Public Art
Attachments: WPRAGlenarm.publArt.ltr.04.2018.docx; ATT00001.htm

From: Mic Hansen [<mailto:mic.hansen@icloud.com>]
Sent: Friday, April 06, 2018 4:20 PM
To: Branch, Rochelle <rbranch@cityofpasadena.net>
Cc: Madison, Steve <smadison@cityofpasadena.net>; Mermell, Steve <smermell@cityofpasadena.net>; Suzuki, Takako <tsuzuki@cityofpasadena.net>; Reyes, David <davidreyes@cityofpasadena.net>; Kenyon Harbison <kharbison@gmail.com>; Dan Beal <dan.beal@att.net>; Blaine Cavena <becavena@us.ibm.com>; Bill Christian <billchristian43@gmail.com>; Avram Gold <avram3@earthlink.net>; Vince Farhat <farhat@wpra.net>
Subject: Glen arm Power Plant Public Art

Greetings Rochelle,

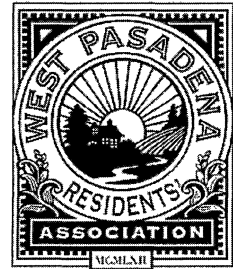
Unfortunately, WPRAs representatives were unable to be present when this item was at City Council. We understand that this particular issue will be returning to Council for further discussion, and we wanted to send you WPRAs perspective and comments prior to that meeting.

WPRAs appreciates the time and effort that has gone into this project so far, and realizes that there is a set process for the evaluation of public art. However, given both the unusual nature and the projected location of this particular piece, we think further discussion and greater public engagement would be appropriate.

Thank you for the opportunity to submit our concerns.

Mic
(on behalf of the WPRAs Board)

April 4, 2018



Ms. Rochelle Branch
Manager, Division of Cultural Affairs
City of Pasadena Planning and Community Development
175 Garfield Avenue
Pasadena, CA 91109

Dear Ms. Branch:

RE: Glenarm Power Plant Public Art Project

WPRA appreciates the opportunity to comment, and shares the concerns of some Council members regarding the proposed public art installation at the Glenarm Power Plant. The WPRA opposes the project in its current form. Our view is that all aspects of the project should be reconsidered.

As noted by Council members and others, the current proposal would result in an extremely distracting whirling kaleidoscope of light, color and motion at precisely the point at which drivers should be slowing down, preparing to enter city streets at the end of the freeway. The current combination of freeway ending, the heavily used Glenarm and Arroyo cross streets, the Gold Line crossing, and the presence of school students from Blair already make this a complicated intersection. Adding a visually demanding presence adds to the hazards and distraction and is unwise.

(The WPRA is also aware of an Art Center College of Design proposal for a potentially distracting electronic signage to be visible at an adjacent location, further challenging drivers and adding to safety concerns.)

In addition, while this installation is described as an "iconic and innovative gateway to Pasadena" we understand it may be readily visible only to those in cars approaching the end of the Pasadena Freeway. Is this really the place for an "iconic display," a location viewable only from a car, when the driver should be dealing with the hazards of an approaching complicated intersection? In the 21st century, does Pasadena really need a public art installation that requires a car for viewing?

The WPRA also questions whether such a gateway should be selected without review from a greater cross-section of our community before final selection or contract approval. While we appreciate that the effort thus far has made use of the City's established structure for reviewing culture and art, an installation of this magnitude and cost, one that

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is proposed as defining a gateway to Pasadena, should have a greater degree of citizen participation. In this process, however, the overwhelming majority of public outreach occurred during the RFQ process, prior to any proposals or submissions being reviewed. In particular, and as noted by Council members, public review of the several alternatives being considered is essential, and should occur prior to any final decision.

The WPRA opposes this project in its current form and believes that all aspects should be reconsidered, with greater emphasis given to safety, "viewability" and public participation from a large cross-section of our community.

Thank you for your consideration of our comments.

Respectfully yours,



Kenyon Harbison
President
West Pasadena Residents Association

cc: Steve Madison, Councilmember, District 6
Steve Mermell, City Manager
David Reyes, Director of Planning and Community Development
Takako Suzuki, District Representative, District 6

The WPRA is an all-volunteer organization dedicated to maintaining and enhancing the quality of life in southwest Pasadena. We represent 7,000 households, including 1,000 paid members